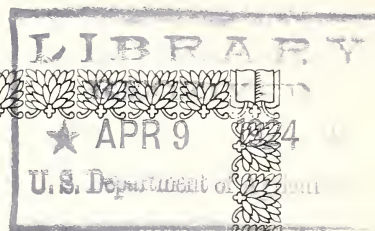


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Do not assume content reflects current scientific knowledge, policies, or practices.



1924

DAHLIAS

-:- AND -:-

GLADIOLI

Of Outstanding Quality



MEMBER:

THE AMERICAN DAHLIA SOCIETY
THE AMERICAN GLADIOLUS SOCIETY
THE AMERICAN HORTICULTURAL SOCIETY
THE DAHLIA SOCIETY OF CALIFORNIA



FRUITVALE DAHLIA FARM

2832 PERALTA AVENUE

OAKLAND . . . CALIFORNIA

To Our Friends and Customers



THANKS: YOUR PATRONAGE IS APPRECIATED

We would be delighted to take each of our patrons by the hand and thank them personally for their liberal orders, placed during the first four years of our existence. This support has enabled us to improve our collection from year to year until now, when we are offering a collection second to none.

Our business is growing by leaps and bounds, but we are ever mindful of the confidence you place in us, and will handle all future orders in the same satisfactory manner as we have in the past.

TO OUR PROSPECTIVE CUSTOMERS

We respectfully solicit your valued patronage and assure you that you will be as much pleased with our treatment, as we will, in being permitted to serve you.

We shall be glad to hear from any customer who is dissatisfied with our bulbs, and will appreciate any criticism or suggestions that any one may have to offer.

Sincerely yours,

FRUITVALE DAHLIA FARM.

See back cover for testimonials.



GENERAL INFORMATION

Terms: Remittance with order. Retail orders are delivered prepaid. Bulb orders for less than \$1.00 not accepted.

Order early and avoid disappointment should the variety desired be sold out. Orders are filled in the same rotation as received.

Shipping: We begin shipping as soon as the clumps can be safely divided, or about March 1st. Eastern orders will be sent after April 1st unless otherwise arranged. Gladioli can be shipped either in the fall or spring. We recommend spring delivery.

Substitution: We never substitute without permission; but suggest that you mention a few varieties that you are willing to have sent should any of the varieties ordered be sold out.

California varieties are marked thus: *.

Stock: All dahlia orders will be filled with selected field grown divided tubers; gladioli with first size bulbs.

Culture: Complete instructions for growing dahlias will be sent with each tuber order.

Postage stamps will be accepted on orders amounting to less than \$2.00 and over \$1.00.

Guarantee: All stock is guaranteed to be true to name and in growing condition. We will cheerfully replace any that are not satisfactory, but will not be held responsible for any amount in excess of purchase price.

Assortments of our own selection, of extra value and liberal count: Dahlias per dozen—Labeled, \$3.00; Unlabeled, \$2.50. Gladioli per 25—Labeled, \$1.50; Unlabeled, \$1.00. For those not familiar with the different varieties we suggest that you leave the selection to us and you will be more than pleased with the extra value, liberal count, etc.

DAHLIAS FOR 1924 INTRODUCTION

The first four varieties were originated by N. A. Staats, a veteran grower in this locality. We have watched the development of these choice varieties and consider them among the best and worthy of introduction.

- ***Bearclaws** (Hyb. Cac.) Immense blossoms with long, rolled and incurved petals. Many long, narrow petaloids between the petals. The flowers have unusual depth and are full centered to the end of the season. A sure winner for your hybrid cactus collection. Color, bright red, growing lighter as the flower opens. Height, 3½ feet. \$7.50.
 - ***Leonede** (Dec. Peo.) The first flowers are true decorative, while the later ones take the peony form. A very large free-flowering variety with extra long stiff stems. About the same color as the Charles Russell rose, but clearer. A first class cut flower variety and a beauty. Height 4½ ft. \$7.50.
 - ***Majenta Queen** (Dec.) Fine large majenta flowers on long straight stems. The centers are closed to the end of the season. Height 5 ft. \$7.50.
 - ***Velvet** (Hyb. Cac.) The darkest velvety red dahlia in existence. The petals are long, narrow and rolled, showing a deep old rose reverse at the twisted points. The centers are very full and the petals recurve, making a flower of great depth. The plants should be topped when young and allowed to branch. Height, 5 ft. \$7.50.
-
- ***Giant of Fruitvale** (Col.) This is a seedling of the famous Geante de Lyon, but its roots do not decay like the parent. It makes a higher growth and the foliage resembles the parent. The flowers are quite as large. The outer petals are dark velvety red, while the collar is a creamy yellow. The contrast is very striking. Flowers are large and stems good. Awarded certificate of merit Dahlia Society of California trial garden, 1923. \$2.50.

* * * *

DECORATIVE DAHLIAS

The decorative type is large and full to the center, with loosely formed, long, flat and sometimes wavy petals. This type is most popular.

- ***Al Koran**—Yellow suffused with golden-rod and amber. The petals are wavy, which makes it very attractive. It won first prize at the San Francisco and Oakland shows in 1922 for the best established seedling and has won various other prizes since that time. \$5.00.
- ***Amun Ra**—Orange shading to reddish bronze. Mammoth blooms, borne well above the foliage on long, strong stems. The plants are unusually vigorous. \$3.50.
- ***California Superba**—Large blooms of a delicate shade of pink, shading to a white center. Excellent for exhibition. \$5.00.
- ***Champagne**—One of the largest dahlias in existence, and it has all the other good points to commend it. The color is pinkish orange buff or dull gold varying to chamois. \$7.50.
- ***Earle Williams**—This is a large scarlet decorative, tipped white. The white is well distributed, but red predominates. A very unique and striking dahlia. The stem is excellent and the blooms are of good form. \$5.00.
- Futurity**—Large, regularly formed blooms of a deep old rose color. A free bloomer and a favorite cut flower. 75c.
- ***Golden Glow**—Apricot shading to amber. Large flowers with long stiff stems. An excellent cut flower as it keeps for days. \$1.00.
- ***Harry Davidson**—A beautiful color combination of mulberry shading to gold. Does best with us late in the season. 75c.
- ***John Lewis Childs**—One of the newest and best fancy dahlias. The color is deep yellow, striped and suffused with brilliant scarlet and generally tipped white. The flowers are borne on long stiff stems and are large and full. A rare novelty. \$2.00.

- ***Kittie Dunlap**—A very fine, free blooming dahlia of American beauty rose. The stems are long and stiff and we recommend it highly either for exhibition or cutting. \$4.00.
- ***Mary C. Burns**—A dahlia of unique coloring—the outside of the petals are old gold and the reverse a dull red, forming a beautiful combination of gold and red. Large flowers and good stems. \$2.00.
- Mephistopheles**—One of the best of the Judge Marean dahlias. The color is ruby-red with small golden yellow points at the ends of the petals, which add to its charm. The extra large and attractive flowers are held erect on long, unusually strong stems. \$7.50.
- ***M. H. de Young**—Large, full blooms of a pure old gold color, slightly varying to a brighter shade in the center. Blooms freely on long wiry stems, well out of the foliage. A dahlia with a very bright future. \$10.00.
- Millionaire**—This is without doubt one of the largest dahlias in existence, as it has been grown to the enormous size of fourteen inches in diameter. The color is a beautiful shade of lavender, shading to white. No collection complete without it. \$1.00.
- ***Mrs. Carl Salbach**—A new Californian of exceptional merit, which has won first prizes throughout the entire country. Awarded Certificate of Merit A. D. S. Trial Gardens; Gold Medal D. S. C. and many other prizes too numerous to mention. Color: A very attractive shade of lavender pink. Huge blooms of perfect form, borne on long stout stems well above the foliage. (For illustration see page 5). \$1.00.
- Mrs. I. de Ver Warner**—Claimed by many to be Judge Marean's best creation. Very large, beautifully formed flowers of a delightful shade of rosy mauve, held high above the foliage on long, rigid stems. \$7.50.
- ***Nobilis**—A very striking novelty. The base of the petals are a brilliant crimson which melts to a creamy white at the outer ends, the predominating color being white. It has fine form and stiff stems, and is one of the most attractive dahlias in our garden. \$2.50.
- ***Osam Shudow**—A large, heavy, loose-petaled variety of a delightful coloring of old rose, slightly suffused with lilac and shading to yellow at the center. A sturdy grower and a good producer of blooms. Stems are perfectly straight and like wood. \$4.00.
- ***Paul Michael (also known as California Gold)**—A huge flower of bright apricot with bronze shadings. Excellent exhibition variety. Won certificate of highest award in Dahlia Society of California Trial Gardens 1921. (For illustration see page 4). \$2.50.
- ***Pride of California**—Best red decorative. Bright scarlet flowers of immense size held aloft on long heavy stems. Fine for exhibiting and excellent for cutting, as it has good keeping qualities. 75c.
- ***Princess Pat**—Large, perfectly formed blooms of a glorious shade of old rose, borne on perfect stems. Excellent as a cut flower or for exhibition purposes. \$1.00.
- ***Rookwood**—An entirely new shade of pink, bright cerise rose, resembling in color the Charles Russell Rose. Large perfectly formed blooms held well above the low, spreading bush on stiff stems. A rare novelty. \$5.00.
- ***Rosa Nell**—Immense blooms of bright rose held well above the foliage on long, stiff stems. \$1.50.
- ***San Mateo**—Deep yellow, heavily striped and splashed scarlet. Good for exhibition or cutting. Creates a sensation because of its size and color. \$1.50.
- ***Senorita**—New giant decorative dahlia of a rich velvety crimson. Immense blooms of perfect form held erect on strong, heavy stems. Won first prize for largest dahlia in Palace Hotel Show, 1922. \$3.00.
- ***Sequoia Gigantea**—A large yellow decorative dahlia with excellent habits. Noted for its vigor and productiveness; extra stout stems with a gigantic flower. A prize winner. \$2.00.

- ***Shudow's Lavender**—An exquisite lavender decorative of unusual merit. A large, well formed flower with excellent keeping qualities, right on top of a long stiff stem. The plants grow very tall and have a peculiar fern-like foliage. Nothing better for cutting or exhibiting. \$5.00.
- ***St. Francis**—Soft cream color brightening with a pinkish glow on the outer petals, creating a delightful blossom, which can be used for all purposes. A flower which will be most useful when cut, owing to its keeping qualities and rigid stem. Admirable for exhibition because of its great size and incomparable in the garden because of its beautiful coloring and freedom in producing flowers. Another fine feature of this decorative is its closed center, and the flowers never revert to the peony form. \$7.50.
- ***Susan G. Tevis**—Large regularly formed flowers of good depth with narrow, flat pointed petals. The color is a distinct new tone of deep lilac with a bluish sheen. A very vigorous grower with bronze foliage and extra strong stems. \$10.00.
- ***The Grizzly**—A gigantic crimson maroon bloom on a perfect stem. It created a sensation in the garden last season. A rare novelty and a prize winner. \$1.50.
- ***Tryphinnie**—Bright shell pink, large, perfectly formed flowers, produced abundantly on stiff stems. \$2.50.
- ***Wizard of Oz**—The color of this veritable giant of a dahlia is a rare shade of glowing amber pink or soft salmon shades. The immense flowers are held well out of a spreading bush on cane-like stems. Beautiful as a garden decoration and wonderful for exhibition. \$15.00.

HYBRID CACTUS DAHLIAS

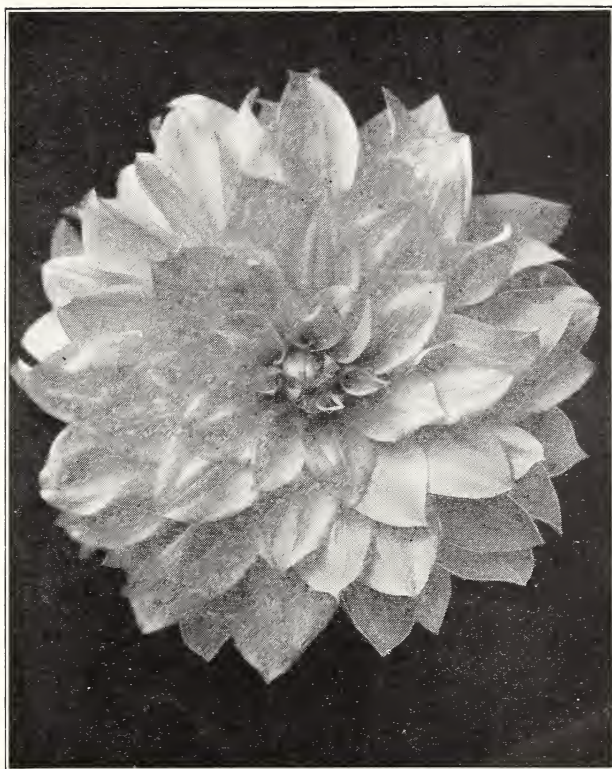
These are becoming very popular because of their immense size and long stiff stems. They have broader and more massive petals than the true English cactus type.

- ***Ambassador**—This is J. J. Broomall's famous dahlia, which sold for \$50.00 per tuber and was the sensation of the Palace Hotel Show in 1922, winning first prize for the best and most artistic dahlia. The color is a pleasing shade of soft yellow buff, shading to salmon-pink, and the huge flowers are held high above the foliage on excellent stems.
- ***California Enchantress**—An immense bloom of a delightful shade of pale pink. A perfect stem and a free bloomer. Good for exhibition or cutting. \$1.50.
- ***Claremont**—A novelty of the most exquisite coloring—soft rose pink with cream shadings. The large, beautiful blooms, with long, curly petals, are held high above the foliage on strong stems. A prize winner. \$2.00.
- ***Elise Drexler**—Deep velvety maroon blooms of huge size. A prolific bloomer. \$2.50.
- ***G. A. B. S.**—Orange shading to bronzy red in the center. Stiff stem and good cut flower. \$1.50.
- ***Geo. Walters**—Always a prize winner. A monster of lovely coloring, pinkish salmon, shading to yellow. Long stems and a free bloomer. One of the best 75c.
- ***Gladys Bates**—Immense, heavy blooms with incurved petals of tan, with a reverse of rose. The flowers are of perfect form, with closed centers and long straight stems. The petals are a trifle finer than the average hybrid cactus variety. \$2.00.
- ***Gladys Sherwood**—A monster white dahlia on a perfectly straight stem. Best white hybrid. \$1.00.
- ***Islam Patrol**—Very dark velvety scarlet, tipped and flushed with pure gold. This dahlia has won many prizes and should be in every collection. Well liked in the East. \$5.00.

- ***Magnificent**—A very fine dahlia, of good form and immense size. A free bloomer and of unusual coloring. The ground color is oriental buff, overlaid with satiny rose salmon. \$1.50.
- ***Mariposa**—Large deep flower of a delicate shade of pink with a slight suffusion of violet. Long stiff stems and a very tall growing plant. \$5.00.
- ***Minamoto**—A bright velvety scarlet of enormous size and fine depth. Keeps its center throughout the entire season. Blooms freely on a tall, sturdy plant. \$1.00.
- ***Mrs. Edna Spencer**—Orchid pink. One of the best for cutting, as it has size, stem, color and excellent keeping quality. American cactus type. \$1.00.
- ***Mrs. Ethel Smith**—Huge blooms of creamy yellow, shading to a lemon tint in the center. Stems are perfect; plants of sturdy upright growth. Won for us first prize for largest dahlia in show at Hotel Oakland, 1921, measuring 10½ inches in diameter and grown without forcing. \$1.00.
- ***Ruth Gleadell**—The large blooms are apricot and bronze on outer petals, shading to a soft yellow center. The flowers are of good depth and the petals are perfectly straight. Stems are long and rigid. 75c.



PAUL MICHAEL
(For description see page 2)



MRS. CARL SALBACH
(For description see page 2)

PEONY FLOWERED DAHLIA

The flowers are semi-double, having two or more rows of broad, flat, loosely arranged petals, surrounding the conspicuous rich golden center, which is sometimes nearly hidden with tiny curly petals.

***Alma Davies**—Salmon pink shading to deep old rose and apricot. This handsome dahlia never fails to win wherever exhibited. In 1921 and 1922 it won more prizes in the San Francisco and Oakland shows than any other dahlia we know of. It is also an excellent cut-flower variety, having wonderful keeping quality and extra long, stout stems. \$5.00 net.

Arctic—Large white peony of good form and excellent habits. \$1.50.

***Blue Bird**—An unusual and pleasing tone of deep mauve or lilac. Monster blooms, held on long, rigid stems. Excellent for exhibiting and beautiful for cutting. A rare novelty. \$1.50.

City of Portland—One of the best novelties ever introduced. A clear, deep, rich yellow. Immense, graceful and artistic flowers held upright on long, strong stems that show them to full view. Plants are strong and vigorous and produce an abundance of bloom. This wonderful dahlia will win the hearts of all who have the pleasure of growing it, as it has all the good qualities. A prize winner for largest dahlia in Palace Hotel Show, 1920. \$1.50.

***Dreamlight**—A large full flower of a very pleasing shade of pale old rose, shading to yellow at base. Many tiny curled petals around the beautiful golden disc. A very free flowering variety which takes the decorative form in some localities. \$3.00.

Edith Cavell—Large flowers of reddish bronze, suffused with old gold. Good stems and fine habit. Wonderful for cutting. \$1.50.

***Elizabeth Boston**—This is an exceptionally fine peony dahlia. It has all the good qualities; large, perfectly formed flowers on unusually long stiff stems. The color is deep crimson shading to old gold at the tips. A tall grower and prolific bloomer. \$3.50.

***Gorgeous**—Wonderful color of yellow, shading to bright red. Extra long, strong stems, immense size, and has exceptionally good keeping qualities as a cut flower. \$3.00.

Meyerbeer—An immense bloom of fascinating purple, of excellent formation and stiff stem. Always in demand. 75c.

***Mrs. Jessie L. Seal**—Old rose with gold shadings. The largest dahlia of this magnificent coloring. Blossoms borne well above the foliage on long, stiff stems. Good for all purposes. \$1.00.

***Pacific Glow**—An extraordinary large pink peony dahlia; florets are long and slightly twisted. Good exhibition variety, as it is large and has good form. A prize winner for largest dahlia in show, 1918. \$1.00.

Peg O' Me Heart—Old rose shading to yellow in the center. The formation is very attractive. This is another one of the famous Judge Marean creations. \$3.00.

***The Oriole**—A fine large peony with excellent stem and formation. The color is a gorgeous combination of burnt orange, red and yellow with many of the flowers tipped white. \$3.50.

***Walta Linforth**—A very attractive and uncommon color or warm carmine. Large blooms abundantly produced on long, stiff stems. Good for all purposes. 75c.

ENGLISH CACTUS DAHLIAS

This type is loosely and artistically formed and very irregular; they have a spidery appearance. Petals are long and narrow, terminating in a point. Some varieties have nearly straight petals, while other are gracefully incurved.

***Amber Glow**—Huge blooms with long, straight and narrow petals. Color: Bright yellow, deepening to pale orange at the center. Excellent for exhibiting and beautiful for cutting. \$2.00.

***Ballet Girl**—A difficult flower to describe. It is sometimes orange with a white edge, sometimes solid orange, and again white edged orange, all on the same bush. Very attractive in the garden, and indispensable for exhibition. Very large flowers, always holding a closed center. \$2.00.

British Lion—Splendid exhibition variety. Large incurved blooms of a beautiful shade of bronzy yellow, suffused with reddish terra-cotta. \$1.00.

E. F. Hawes—Delicate pink. Profuse bloomer, good stems. 75 cents.

Mrs. C. Cooper—Brownish tan, with very long, slightly and regularly incurved florets. One of the largest in existence. 75c.

Mrs. Margaret Stredwick—Large, perfectly formed, incurved flowers of a beautiful shade of soft pink, deepening at tips and base. Nothing better for exhibiting. \$1.50.

Rival—One of Stredwick's latest and best. Crimson scarlet throughout. A very deep and full flower, the older florets reflexing and the younger incurving, so that quite globular blooms are formed, suitable for any purpose, either exhibition, garden or vase work. The stems are long and easily carry the flowers upright when cut. \$2.50.

Silverhill Park—This is a grand flower, large, even massive in size, beautifully incurved in form and with perfect center. In fact it combines all the points which go to make a perfect variety. The plants are strong and healthy in growth and flower stems good. One of Stredwick's best in every way. \$2.50.

Sussex—New exhibition cactus. Large, clear, light yellow, with very narrow petals. 75c.

HYBRID SHOW DAHLIAS

These are very popular on account of their tremendous size. They are spherical and regular in form and full to the center, much resembling a ball. They are looser petaled than the show dahlia and not so stiff looking.

***Betty Bird**—Hybrid—Rose pink, deepening in the center, and with a slight tinge of yellow at base of petals. The plant is low growing and is continually laden with huge pink balls. The flowers are unusually full, and the petals roll well back to the stem. Beautiful in the garden and excellent for exhibiting. A rare novelty and in big demand. \$5.00.

Yuban—Yellow, striped and speckled red. Immense blooms. 75c.

COLLARETTE DAHLIAS

The Collarette is single, with an additional row of shorter petals around the golden disk, which forms a frill or collar usually of a different color from the outer petals.

Geante De Lyon—Velvety maroon, cream collar. One of the best. 75c.

***Giant of Fruitvale**—For description see page 1.

***San Mateo Star**—Large. Clear cerise, edged white. White collar, star shaped. \$1.50.

ENGLISH SINGLE DAHLIAS

This type has but one row of petals, and resembles a Cosmos. They are very free in bloom. Some varieties have a beautiful disc around the center.

Sambo—Very dark red, 50c.

Stromboli—Crimson maroon, tipped white. 50c.

Union Jack—White, striped red. Very striking. 50c.

POMPON DAHLIAS

Like the show variety in form, but much smaller. These are the baby dahlias, and are small and cute. They are very beautiful when arranged in a mass.

Bacchus—Bright crimson scarlet. 50c.

Blush Gem—White, edged, rosy pink. 50c.

Glow—Light old rose or coral. Very popular. 50c.

***Joe Fette**—Small, pure white. 50c.

Kitty Barrett—Golden yellow, edged purple. 50c.

***Pee Wee**—Soft yellow, shading to a brown center. 50c.

Phyllis—Deep yellow, shaded and edged red. 50c.

Regulus—Bright purple. Very small and compact. 50c.

Sunny Daybreak—Apricot, edged rosy red. 50c.

DAHLIA SEED

Growing dahlias from seed is very interesting. They bloom the first year if planted early and each plant produces a new variety. Our seed is carefully selected from our choicest varieties.

Seed gathered from our best large varieties. \$1.00 Pkt.

Seed gathered from collarette and English single types. 50c Pkt.

THE GLADIOLUS AS A CUT FLOWER

On account of its good keeping qualities the gladiolus surpasses all other flowers for cutting. They can be kept fresh in a vase for more than a week. Cut the spike in the morning when the first bloom opens. Give fresh water daily and every bud will open to the very top.

CULTURAL DIRECTIONS

Plant in a sunny location in good rich soil any time from the middle of April to the first of June. Plant in rows four inches deep, placing the bulbs four to six inches apart and allowing about eighteen inches between the rows.

Keep the top soil loose and do not water until they are six inches high, then give plenty of water once a week.

In cutting always cut above the two bottom sets of leaves.

Dig bulbs in the fall after the tops become dry. Cut the stem close to the bulb and leave in the open air to dry for a couple of weeks, then clean them, removing the old bulb from the bottom and store in a frost proof place that is cool, dry and dark.

GLADIOLI

For 1924 introduction

Eldora (1924 introduction of J. A. Kemp). We were fortunate in being privileged to grow this wonderful variety the past season and we recommend it highly. The flower is a combination of the loveliest colors imaginable. Capucine buff, shading to grenadine pink, flaked jasper red. The lower petal has a very narrow stripe of amaranth purple. The delicate blending of buff, pink and red make a dainty and pleasing color combination that is difficult to properly describe. The flowers are four inches and over across and four and five open at a time and are borne on strong straight stalks $4\frac{1}{2}$ feet higheach \$5.00

OTHER CHOICE VARIETIES

Alice Tiplady —Coppery bronze and orange. Primulinus hybrid.....	each	20c
Betty Darnell —Light canary yellow, shading to golden yellow in the throat	each	35c
Black Pansy —Rich dark red. Beautiful pansy-like throat.....	each	20c
Byron L. Smith —The most beautiful lavender pink. Equals an orchid in color	each	50c
Chicago White —White, with lavender markings.....	each	10c
Crimson Glow —Large brilliant crimson. One of the best reds.....	each	25c
Diana —Beautiful deep rich mellow blood red. Claimed to be the finest red	each	35c
E. J. Shaylor —Wonderful large deep rose pink. The best of its color....	each	35c
Flora —Rich yellow, second only to Golden Measure.....	each	25c
Golden Measure —Fine large, tall deep pure yellow.....	each	50c
Gretchen Zang —Soft shell pink, blending into scarlet on lower petals....	each	15c
Herada —Pure mauve. A most striking, stately flower.....	each	15c
Le Marechal Foch —Beautiful soft shade of rose pink. Extra large flowers	each	15c
Mary Pickford —Delicate creamy white, shading to soft yellow in the throat	each	20c

Mrs. Dr. Norton —Delicate pink, shading to rose at tips of petals. Lower petals shaded sulphur. A beautiful blending of colors.....each	30c
Mrs. F. C. Peters —A beautiful shade of rose lilac, with crimson blotch, bordered white on lower petals. Many large size flowers open at a timeeach	75c
Mrs. Watt —Glowing American beauty shade of deep wine red. Self coloreach	10c
Netherlands —A beautiful salmon rose of great cut flower merit.....each	10c
Orange Brilliant —A beautiful Primulinus Hybrid of a brilliant orange coloring. A great favorite and in big demand as a cut flower.....each	10c
Pink Lily —A magnificent ruffled deep rose pink.....each	25c
Pink Wonder —This is indeed a wonderful Gladiolus. The largest and finest pink variety ever introduced. Many fine large flowers open at a time. The color is light pink with yellow shading at base of lower petals overlaid with rose feathering.....each	45c
Princely (1923 introduction of J. A. Kemp)—We take great pleasure in recommending this majestic variety. The color is light pink, nearly white. The flowers are of the Princeps type, wide open 4½ to 5 inches in diameter, 4 and 5 open at a time, well placed on a tall, graceful spike (4½ feet). Its glorious blooms and tall, graceful spike place it in the front rank of the very best varieties in existence.....each	\$4.00
Prince of Wales —Golden Salmon, melting to primrose yellow in the throat. The most beautiful of the salmon shades and a favorite cut flowereach	15c
Purple Glory —Deepest velvety maroon red with almost black blotches. One of the largest of the ruffled varieties.....each	\$1.00
Red Emperor —Very large glowing blood red. Very showy.....each	25c
*Rose Ash —Old rose blending with daphne pink and daphne red, base of petals straw yellow. Very tall and stately.....each	50c
Schwaben —Canary yellow, shading to soft sulphur yellow when opening; golden center, blotched brownish carmine.....each	10c



THE FLOWER GROWER

This is a magazine devoted to garden flower growing and the official organ of the American Gladiolus Society. There is no better paper of its kind published. Subscription price \$1.50 per year.

The American Gladiolus Society is making a special appeal to the amateur growers who are interested in the advancement and development of the Gladiolus. With your support and co-operation the Society can accomplish more and do better work, and can take better care of the members' interest. Membership, 50c year.

The Dahlia Society of California is united for the development and advancement of the Dahlia. Its Bulletin, which is published three times a year, is full of information which all Dahlia lovers will find interesting and instructive. Membership is \$2.00 per year, which entitles you to the Bulletin and also to admission to the annual Dahlia Show at San Francisco.

The American Dahlia Society is another society that all Dahlia enthusiasts should join. The society publishes a quarterly Bulletin which every real Dahlia fan should have. Membership entitles you to the Bulletin and admission to the annual Dahlia Show at New York City.

Send us your subscription or membership fee to any or all of the above and we will send you free of charge a surprise package of bulbs.

Join NOW and become a real live grower.

WHAT OUR CUSTOMERS SAY

These letters are reproduced with the permission of the writers:

IF YOU DON'T ORDER FROM US, WE BOTH LOSE

I received the dahlia bulbs ordered and you certainly sent me a fine lot of bulbs. I am very well pleased with them. What I like best of all in dealing with you is that you sent the bulbs at the time you promised, where here at home I am at this date (May 21st) waiting for an order from a firm not more than fifty miles distant. You can expect a better order next winter. Please do not forget me when you mail your catalogs.

Arthur J. Wentz,
Rosedale Dahlia Farm,
Quakertown, Pa., May 21, 1923.

FROM A CONNOISSEUR

Our dahlia order arrived in fine condition. May we thank you for the fine tubers and for the extra variety?

Mount Airy Gardens,
Laurel, Md., May 5, 1923.
By Chas. E. F. Gersdorff.

OUR BULBS PLEASE

I received the dahlia bulbs in first class shape and upon checking over the list find that you have been so kind as to send me two extra ones, for which kindly accept my thanks. The bulbs all look healthy and I am sure that I will have a fine lot of dahlias. Thanking you again for your kindness and courtesy, I am,

Respectfully yours,
Jacob F. Oberle,
New York City, May 3, 1923.

GOOD NEWS FROM CANADA

I have not received your 1923 catalog, and would like to have it soon, as the tubers I got from you last year produced some wonderful blooms, and I want to order from you again.

Mrs. Chas. McDonald,
Camrose, Alberta, Canada, Jan. 7, 1923.

PROFESSIONALS KNOW GOOD BULBS

My dahlia bulbs arrived in good shape. Many thanks for the extra Osam Shudow. You sure send out fine bulbs.

Miss Ethel Cox, Ensel Dahlia Farm,
Proctorville, O., May 1, 1923.

ONCE A CUSTOMER, ALWAYS A CUSTOMER

I am very well pleased with the bulbs purchased of you last season, and expect to buy more bulbs this spring.

Verna B. Sharp,
Corvallis, Ore., Feb. 28, 1923.

SERVICE THAT SATISFIES

I am a little late in writing to let you know that I received dahlia bulbs and all in fine shape. I thank you for prompt delivery and also for that fine extra bulb, Hal Curtis. I will call on you again next spring.

Frank Peal,
Elyria, O., May 26, 1923.